Electronic Acknowledgement Receipt				
EFS ID:	8642939			
Application Number:	09893748			
International Application Number:				
Confirmation Number:	3348			
Title of Invention:	Automated collaborative filtering in world wide web advertising			
First Named Inventor/Applicant Name:	Gary B. Robinson			
Customer Number:	26192			
Filer:	George Paul Bonanto/kim bailey			
Filer Authorized By:	George Paul Bonanto			
Attorney Docket Number:	16113-1342RE2			
Receipt Date:	18-OCT-2010			
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Time Stamp:	12:54:03			
Application Type:	Utility under 35 USC 111(a)			

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	\$180
RAM confirmation Number	8876
Deposit Account	061050
Authorized User	

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

Charge any Additional Fees required under 37 C.F.R. Section 1.21 (Miscellaneous fees and charges)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)		
1	Information Disclosure Statement (IDS) Filed (SB/08)	updated_IDS.pdf	612130	no	4		
			850ec/8787c2be5c113b41e41f3ab68e1b6 Sab0c				
Warnings:							

Information:

5 11 11 10 10 10 10 10 10 10 10 10 10 10		30047			
2	Fee Worksheet (PTO-875)	fee-info.pdf	bf56f6fc52f3b7c17c4b123cf8529da721fda 950	no	2

Warnings:

Information:

Total Files Size (in bytes):

642177

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New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.